

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 25, 1997

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Frank:

WINSTON regular product has been ordered (see quantities listed below), as well as 8 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	<i>Light Box</i>	6M	<u>1</u>

<u>Product / Premium Arrival:</u>	<u>August 11, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: August 25, 1997</u>
<u>SKU CUBE:</u>	1.7150
<u>SKU WT (w/o Product):</u>	6.6200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	<u>\$354.59</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$14.00 (1/2 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

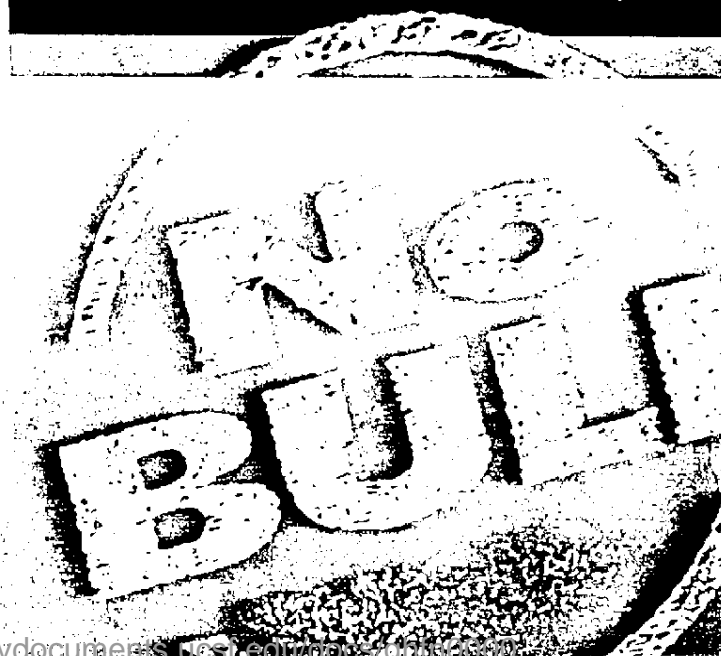
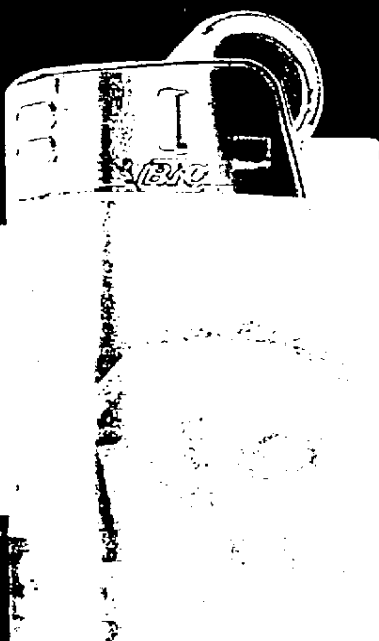
Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2
lighters

FREE with
2-pack purchase



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BPEN55B2

WORKPLAN VAF TEMPLATE LISTING

PAGE: 2
DATE: 97-06-30
TIME: 09:16 AMWHOLESALE : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	2				(716)882-5246
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1			026040	(716)652-9587
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	2	NYS			(716)823-3036

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 8

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08/27/97

ACCOUNT NUMBER: 026040	M ATTEA & SONS INC
VOUCHER NUMBER: 15367381	1509 CLINTON ST
DATE WRITTEN: 08/27/97	BUFFALO , NY 14206
STATUS: PAID	
AMOUNT PAID: 14.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.50	14.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / CAA